



# 9<sup>th</sup> ESS Key Take-Home Points

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**MICHIGAN STATE**  
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# Selected Key Take-Home Points

- ☀ Malawi has the right agroecological conditions for the crop. But we need to develop varieties that are adapted to local ecological conditions
- ☀ Malawi is setting up its institutional frameworks at the right time to kick-start production and marketing of medicinal cannabis
- ☀ The crop has huge market potential in Europe and elsewhere - Total market opportunity for Europe US\$115.7b (Medicinal US\$55. recreational US\$60.3b.
- ☀ However, the wellness market is a good entry point for Malawi because the initial investment costs are relatively more affordable (<US\$25,000).
- ☀ Relatedly, Malawi has selected medicinal cannabis (as opposed to industrial Cannabis) as a focus variety for development because it has great potential for contributing to economic growth
- ☀ Partnerships between key industry players (producers, regulators, processors) will be key for safeguarding the industry. It is very easy to damage the reputation of the industry before it even take-off

# Selected Key Take-Home Points

- ☀️ **The key bottleneck the country would have to circumvent are the issues relating to the extraction and remediation to make Cannabis products suitable for human consumption**
- ☀️ **Malawi has good examples from the top five 5 US producing states in terms of Cannabis products to consider localizing.**
- ☀️ **However, it has to clearly understand the market ecosystem and adapt its industry to the market.**
  - For example, finding a world-class testing lab to certify Malawi's Cannabis products will be key for the industry to take off in earnest.
- ☀️ **Proper capacitation of the Cannabis industry, at all nodes of the value chain will be critical for the industry to take-off**
  - Production systems, local lab. capacity and external certification, value addition, etc.
- ☀️ **Exposure and adherence to the industry standards will be critical for the success of the industry**

# Selected Key Take-Home Points

- ☀️ **Malawi should focus on getting the fundamentals right to be internationally competitive**
  - e.g., seed systems, legal frameworks, FOs, soil health, building a business mindset in farmers
- ☀️ **The current legal framework only allows commercial and FOs producers, not individual farmers**
- ☀️ **The Cannabis industry will need heavy research backstopping to successfully take-off**
  - Clear supporting evidence from tobacco, maize and other crops
- ☀️ **Lack of a clear marketing structure for the crop can potentially expose farmers to exploitation, hence the need for farmers to follow the safeguards that CRA has put in place**



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